

Dog Food in Vietnam

May 2023

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2023 DEVELOPMENTS

Owners looking to improve the life of their companions through dog treats and wet dog food

Royal Canin continues to dominate the premium segment but faces mounting competition

Mid-priced products remain the most popular option in dog food

PROSPECTS AND OPPORTUNITIES

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International brands are expected to dominate while local players could look for opportunities in niche areas

Mid-priced segment will remain the dominant force in dog food

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